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COMMERCIAL AIR TIME

WYBC-THE YALE BROADCASTING COMPANY
Incorporated

PROGRAM DEPARTMENT

October 1, 1948

STANDARD OPERATING PROCEDURE

Commercial Air Time

The following rules will govern commercial air time and program content over WYBC, The Yale Broadcasting Company, Incorporated. This does not apply to IVY NETWORK Programs.

OVERALL POLICY: Commercials will not be double-spotted at any time except by direction of the Program Director at his discretion and then only in the most unusual circumstances.

RECORD PROGRAMS PERMITTING SPOT ANNOUNCEMENTS: A maximum of one commercial after every record; however, no commercial between opening theme and first record or last record and closing theme.

SPOT PLUGS; PROGRAM COURTESY ANNOUNCEMENTS: Except for Non-Commercial Spot Announcements for other organizations than WYBC, Program Publicity Spot Plugs do not count as a "commercial" and may be paired with a regular commercial if necessary.

COMMERCIALS OCCURING WITH STATION BREAKS are permissable between programs only so that they do not delay proper scheduled time start of next program.

TIME SIGNALS by sponsors are to be counted as a commercial announcement.

STARDUST: No more than 1 15 minute segment may be sponsored as a whole on any one night, and during this segment no more than one full length commercial plus opening andclosing commercial will be permitted. In addition to one 15 minute segment no more than one additional separate spot announcement (commercial) for each additional 15 minutes of Stardust may be sold. In other words if 11:30-11:45 were sponsored, no more than one SA could appear between 11:15-11:30, 11:45-12:00, 12:00-12:15, 12:15-12:30. However, one half hour or one hour segment could be sponsored applying the rules listed above for thee remainder of the program.

THE FOLLOWING TYPE PROGRAMS MAY CONTAIN ONLY ONE COMMERCIAL IN ADDITION TO THEOPENING AND CLOSING ANNOUNCEMENT:

Mulcaire Remembers
Time Out!
Quarterback Corner
Story Teller

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(1)

DESIGN FOR STUDY: Only the 9:00-9:30 PM segment may be sponsored as a whole or in two fifteen minute segments each evening. No commercials will be permitted between opening and closing announcements. A separate commercial (for a different sponsor) may separate the two segments during station identification time at 9:14-30 and 9:29-30 PM.

THE FOLLOWING MUSICAL PROGRAMS MAY BE SOLD AS A UNIT, BUT NO SPOT ANNOUNCEMENTS MAY BE SOLD DURING THEIR AIR TIME SEPARATELY:

Cavalcade of Jazz
Request Resume
National Hit Parade
Serenade at Six (May be sold in 15 min; ½ hour segments)
Symphony Hall

THE FOLLOWING PROGRAMS ARE RESERVED IN WHOLE OR IN PART FOR SPOT ANNOUNCEMENTS:

It's all Yours
640 Music Room
Musical Matinee
Bandstand
Yawn Club
New Releases

THE FOLLOWING PROGRAMS MAY BE SOLD IN WHOLE TO ONE SPONSOR applying all rules given above;

The World Today
AP News Summaries
The Sports Page (In blocks of 3)
College News
Songs From Broadway Musicals
The World Today

SPECIAL ARRANGEMENTS: Any program carried jointly by WYBC and another station may not be sponsored without special permission of the Program Department. In general it will not be possible to sponsor a program on a one time basis. Three times is the minimum. Three times is the minimun for which a spot commercial can be accepted. All programs and spots accepted however are subject to prior sale. In selling time, check Program Scheduling board for termination dates, programs and spot times available, etc., applying all rules set forth in this directive.

ALL NON COMMERCIAL SPOT ANNOUNCEMENTS MUST BE CLEAREDBY THE PROGRAM DIRECTOR.

The Program Department is the final agency for the scheduling, clearing, etc., of all programs and spot announcements.

Contract regulations govern cancellations. The terms "Mention WYBC when vising _____" or any such similar terms are forbidden.

(2)

SPONSOR PARTICIPATION PROGRAMS (More than one sponsor on a specialty type program such as Ski Scoops, Male Call, etc):
No more than one half hour for any one evening will be permitted for sponsor participation programs. These programs must must occur before 9:00 PM. No more than 5 different sponsors may be included in this half hour programs, and the content oftheir commercials must be suitable and arranged in good taste. Final determination of this will be governed by the Program Department.

CLEARANCE TIME: Spot announcements must be presented to the Program Department 48 hours in advance of scheduled or anticipated air time. New programs must be cleared 1 week in advance.

Programs obtained from an outside station such as "Yale Interprets the News" may not be sponsored except by arrangement with the Program Department and the station involved.

David H.Z. Johnston
Program Director